LEO BURNETT COMPANY, *Inc.*
Ad No. 207—Reg. 72537—1 Page—4 colors—Bleed—10⅛ x 13⅜ in.—National Magazines, 1970 (D)
Printed in U.S.A.

THINK OF IT AS A CIGARETTE HOLDER.

The end of a Parliament works just like a cigarette holder. For several good reasons:

It keeps the filter away from your lips. (We recessed it.)

It helps you get a good clean taste. Just like a cigarette holder.

It has a firm outer shell that surrounds and extends beyond the filter. Just like a cigarette holder.

It's nice to bite on. Just like a cigarette holder.

All in all, it works the same as a big cigarette holder works. In its own little way.

It works like a cigarette holder works.

King-Size and New Charcoal 100's

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